

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method, comprising:
receiving a search term from a user;
providing a search result to the user based on comparing at least a portion of the received search term with at least a portion of one or more entries stored in a database;
providing a copy of a feedback module for execution on a processor-based device
~~of to~~ the user to monitor at least one online action of the user in response to providing the search result; and
receiving, from the feedback module, information associated with the at least one monitored user action to adjust at least one entry stored in the database.

2. (Currently Amended) The method of claim 1, wherein the act of receiving comprises receiving the information from ~~a the~~ processor-based device associated with the user, and wherein the act of providing comprises ~~providing a feedback module to the processor-based device of the user,~~ collecting, using the feedback module, information associated with the at least one monitored user action; and providing, using the feedback module, the collected information over a network.

3. (Original) The method of claim 2, wherein providing the collected information comprises providing the collected information at least one of at selected time intervals and in selected data amounts.

4. (Currently Amended) The method of claim ~~2~~1, wherein providing the feedback module comprises providing a copy of the feedback module in response to determining that the processor-based device does not have a copy of the feedback module.

5. (Original) The method of claim 1, wherein providing the result comprises providing a plurality of results, and wherein the act of providing the feedback module comprises providing the feedback module to monitor at least one of how quickly the user selects a selected result from the plurality of results, a position of a result selected by the user relative to the plurality of results provided, how long the user stays on a webpage associated with a result selected by the user, which web pages associated with the one or more of the plurality of results a user visits in response to being provided the results, and if the user resubmits the search term.

6. (Original) The method of claim 1, further comprising at least one of adjusting a meta tag associated with the at least one entry stored in the database, removing the at least one entry stored in the database, and adjusting data associated with the at least one entry stored in the database.

7. (Original) The method of claim 1, further comprising adjusting the at least one entry stored in the database to improve the relevancy of that entry.

8. (Currently Amended) An article comprising one or more machine-readable storage media containing instructions that when executed enable a processor to:

receive a search term from a user;

provide a search result to the user based on comparing at least a portion of the received search term with at least a portion of one or more entries stored in a database;

provide a copy of the feedback module for execution on a processor-based device ~~of to~~ the user to monitor at least one online action of the user in response to providing the search result; and

receive, from the feedback module, information associated with the at least one monitored user action to adjust at least one entry stored in the database.

9. (Currently Amended) The article of claim 8, wherein the instructions when executed enable the processor to receive the information from a processor-based device associated with the user and to ~~provide a feedback module to the processor-based device of the user;~~ collect, using the feedback module, information associated with the at least one monitored user action; and provide, using the feedback module, the collected information over a network.

10. (Original) The article of claim 9, wherein the instructions when executed enable the processor to provide the collected information at least one of at selected time intervals and in selected data amounts.

11. (Original) The article of claim 9, wherein the instructions when executed enable the processor to provide a copy of the feedback module in response to determining that the processor-based device does not have a copy of the feedback module.

12. (Original) The article of claim 8, wherein the instructions when executed enable the processor to provide a plurality of results and to provide the feedback module to monitor at least one of how quickly the user selects a selected result from the plurality of results, a position of a result selected by the user relative to the plurality of results provided, how long the user stays on a webpage associated with a result selected by the user, which web pages associated with the one or more of the plurality of results a user visits in response to being provided the results, and if the user resubmits the search term.

13. (Original) The article of claim 8, wherein the instructions when executed enable the processor to adjust a meta tag associated with the at least one entry stored in the database,

remove the at least one entry stored in the database, and adjust data associated with the at least one entry stored in the database.

14. (Currently Amended) An apparatus, comprising:
a storage unit having stored therein a database; and
a control unit communicatively coupled to the storage unit, the control unit adapted to:
receive a search term from a user;
provide a search result to the user based on comparing at least a portion of the received search term with at least a portion of one or more entries stored in the database;
provide a copy of a feedback module to a processor-based device of the user to monitor at least one online action of the user in response to providing the search result; and
receive, from the feedback module, information associated with the at least one monitored user action to adjust at least one entry stored in the database.

15. (Currently Amended) The apparatus of claim 14, wherein the control unit is adapted to receive the information from a processor-based device associated with the user and to ~~provide a feedback module to the processor-based device of the user,~~ collect, using the feedback module, information associated with the at least one monitored user action; and provide, using the feedback module, the collected information over a network.

16. (Original) The apparatus of claim 15, wherein the control unit is adapted to provide the collected information at least one of at selected time intervals and in selected data amounts.

17. (Original) The apparatus of claim 15, wherein the control unit is adapted to provide a copy of the feedback module in response to determining that the processor-based device does not have a copy of the feedback module.

18. (Original) The apparatus of claim 14, wherein the control unit is adapted to provide a plurality of results and to provide the feedback module to monitor at least one of how quickly the user selects a selected result from the plurality of results, a position of a result selected by the user relative to the plurality of results provided, how long the user stays on a webpage associated with a result selected by the user, which web pages associated with the one or more of the plurality of results a user visits in response to being provided the results, and if the user resubmits the search term.

19. (Original) The apparatus of claim 14, wherein the control unit is adapted to adjust a meta tag associated with the at least one entry stored in the database, remove the at least one entry stored in the database, and adjust data associated with the at least one entry stored in the database.

20. (Original) The apparatus of claim 14, wherein the control unit is further adapted to adjust the at least one entry stored in the database to improve the relevancy of that entry.